

**Utah Office of Tourism
Cooperative Program 2006-07
Promotion Evaluation**

Name of Organization: _____ Type of Project _____
Media used: _____ Dates ad ran: _____

A final report is required for every co-op project. All indicators may not be applicable. Indicate N/A if not applicable. Please contact Dave Williams at 801-538-1317, Fax 801-538-1399, or via email at dmwilliams@utah.gov if you have any questions regarding this form.

Please complete the following as it applies:

Description	Prior Year Final Results	Current Results (If not yet final)	Final Results	Percentage of Change
Inquiries				
Website Unique Visits				
Phone Calls				
Website, email only				
Other: _____				
Quantity/Distribution of Brochures				
Revenue Generated				
Gross Receipts				
Ticket Sales				
Other: _____				
Other				
Conversion Rates				
Daily Spending				
Length of Stay				
Number of visitors				
Hotel/Motel Room Nights				

Event Reporting:

Description	Prior Year Final Results	Current Results (If not yet final)	Final Results	Percentage of Change
Attendance				
Revenue Generated				
Gross Receipts				
Ticket Sales				
Hotel/Motel Room Nights				
Other : _____				

Explanatory Notes:

Written Narrative Section

General guidelines for written narrative section:

Please give us your assessment regarding the effectiveness of the project in attracting visitors. In addition to the hard numbers requested above, if you have anecdotal information and/or any additional thoughts about the project, please include them in this section. Please include any other research, surveys, focus group information or data collection your organization is compiling.

Please submit this form to:

Attn: Co-op Final Report
Dave Williams
Utah Office of Tourism
Council Hall, 300 North State Street
Salt Lake City, Utah 84114
dmwilliams@utah.gov

Attn: Co-op Final Report
Kelly Day
Utah Office of Tourism
Council Hall, 300 North State Street
Salt Lake City, Utah 84114
kday@utah.gov